

# The bitter truth about how we view sugar



Stop Caries NOW for a Cavity-Free Future  
Pan-European Chapter

The recommended daily amount of sugar is less than

# 10%

of your total calorie intake, with an ideal of less than 5%<sup>1</sup>...



...BUT more than

# 60%

of Europeans admit to consuming more than this<sup>2</sup>

## Could you be consuming more sugar than you think?



# 50%



# 62%



# 61%

of Europeans underestimate this<sup>2</sup>

## What does sugar do to your teeth?



Bacteria and food combine to form plaque



Bacteria in plaque use sugar for energy, creating acid



This acid weakens the enamel on teeth, and may go on to create 'holes' or cavities

**59%** of Europeans would like to work with their dental professional to improve their personal oral care<sup>2</sup>



**63%** of Europeans would like their dental team to use a scoring system to explain their risk of tooth decay<sup>2</sup>.



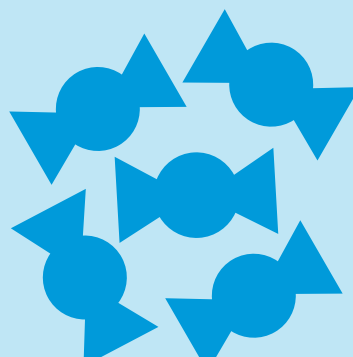
## 4 easy steps to reduce your sugar



Check food labels for sugar content



Exchange sugary drinks with water



Reduce snacking between meals



Talk to your dental team about how

The ACFF is working towards providing people with a cavity-free future. For more information visit: [www.acffeurope.com](http://www.acffeurope.com)

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### References:

1. World Health Organisation: Sugars intake for adults and children guidelines document. Available at: [http://www.who.int/nutrition/publications/guidelines/sugars\\_intake/en/](http://www.who.int/nutrition/publications/guidelines/sugars_intake/en/) [Last accessed September 2015].
2. ACFF Pan-European Public Opinion Survey, 2015. Available at [www.acffeurope.com](http://www.acffeurope.com)